

**MICHIGAN
STATE
UNIVERSITY**

Department of

COMMUNICATION

College of Communication Arts

CIVIL DEFENSE BELIEF PATTERNS: ✓
R/E

(IV) Topic Appeals

Malcolm S. MacLean, Jr.

Thomas Danbury

Albert D. Talbott

Neil R. Bernstein

AD 600 990

CIVIL DEFENSE BELIEF PATTERNS ✓

(IV) Topic Appeals ✓

Malcolm S. MacLean, Jr.
Thomas Danbury
Albert D. Talbott
Neil R. Bernstein

Department of Communication ✓
College of Communication Arts
Michigan State University

Communication Research Report ✓
September, 1963 ✓

Prepared for:
Office of Civil Defense
Department of Defense
Contract #: OCD-OS-62-19 ✓ *HC*

This report has been reviewed in the Office of Civil Defense and approved for publication. Approval does not signify that the contents necessarily reflect the views and policies of the Office of Civil Defense.

Qualified requestors may obtain copies of this report from DDC.

CIVIL DEFENSE BELIEF PATTERNS

PREFACE

WHAT THIS SERIES OF REPORTS IS ABOUT

This series of reports deals with distinctive patterns of belief about fallout shelters and radiation, peace and defense, with the trusting of sources, with people's interests in various kinds of civil defense topics, and with changes in these various patterns over time.

We have taken one of two major approaches to psychological analysis. Some workers study traits, how much of a particular characteristic do how many people have. Instead, we have used type psychology, the parsimonious description of persons in terms of major patterns of belief. Readers interested in type methodology should read William Stephenson's The Study of Behavior.

Rokeach, in the Open and Closed Mind, suggests a model of beliefs which might best be described in concentric rings. At the core, we have beliefs so fundamental that their destruction would disintegrate the self. Then we have beliefs and disbeliefs in authorities. Then we have beliefs and disbeliefs in the ideas that these authorities express. Some of us are more rigid and dogmatic than others in defending our belief systems, including our beliefs in authorities.

During December, 1961, in each of five cities -- Boston, Lansing, Minneapolis, Oklahoma City, and Santa Monica-- we interviewed about 30 persons, 149 altogether. We chose them on the basis of their responses to a telephone survey directed by Dr. David K. Berlo. We maximized differences among persons in terms of their estimates of the likelihood and nearness of war, the chances it might effect them and possibilities of protecting themselves. Ours is a purposive sample of persons, not a random or representative sample.

In these interviews, we collected information about the belief patterns of people in three areas: fallout shelters and radiation, trust and distrust accorded people who might say something about them, and general orientations toward peace and defense which buttress these beliefs.

To accomplish this, we used Stephenson's Q methodology. A brief summary of the major steps in a Q study will be found at the end of this preface. Also, a separate report entitled Technical Summary is available summarizing in detail the various procedures used in collecting, processing, and analyzing the data.

In May, 1962, we sent all 149 persons who were interviewed in December a copy of the Government's pamphlet entitled "Fallout Protection."

One month later, in June, 1962, we re-interviewed all we could reach of the persons who had participated in the December phase of the study. In all, 105 of the original 149 were re-interviewed. Again, we collected information on patterns of fallout shelter and radiation beliefs and peace and defense beliefs. In addition, we investigated a new area--people's interest

in various kinds of civil defense topics, ones that might appear in print. We also asked the people about exposure to civil defense information, how the world situation was changing, "Fallout Protection" bulletin readership, use of the mass media and other things of a demographic or biographic nature such as age, education income, etc.

Our purpose in re-interviewing was to get at various aspects of change and stability in the predominant belief patterns associated with fallout shelters and radiation and peace and defense over a six month period.

Our prime interest was in the relationship of such changes to exposure to information about civil defense, readership of the "Fallout Protection" bulletin, perceptions of changing world conditions, media use and other characteristics of the respondents.

In this series, Civil Defense Belief Patterns, there are included seven reports on the substantive findings of this program of research. They are:

Fallout Shelters and Radiation

Description and tabular summary of the four major types of persons on the basis of their patterns of belief about fallout shelters and radiation.

Source Credibility

Description and tabular summary of the five major types of persons on the basis of their patterns of trust and distrust accorded sources of information about fallout shelters and radiation.

Topic Appeals

Description and tabular summary of the five major types of persons on the basis of their patterns of interest in civil defense information topics.

Peace and Defense

Description and tabular summary of the five major types of persons on the basis of their patterns of belief about peace and defense.

Change in Belief

Description and tabular summary of the changes in major types of belief patterns about fallout shelters and radiation and peace and defense. Includes a summary of the relationships between belief pattern changes and various indices including civil defense information and media exposure, "Fallout Protection" bulletin readership, and general demographic characteristics.

Summary

General and overall summary of the program of research on civil defense belief patterns.

Technical Summary

Detailed summary of the various procedures used in collecting, processing and analyzing the data. This report primarily intended from the reader with a more technical bent who is either interested in the specific technical procedures used or is interested in conducting a similar program of research.

Major Steps in Q Analysis

1. Respondents are asked to sort a deck of cards which have items printed on them into a specific number of ranked piles according to a modified normal distribution. The sorting is done on the basis of some criterion, e.g., belief-disbelief, agree-disagree, etc.
2. A matrix of intercorrelations is formed by correlating every person's sort of items with every other person's sort of items.
3. This matrix of intercorrelations is submitted to factor analysis so that persons are variables and items are observations. A principal axis solution is obtained. This is submitted to a varimax rotation which produces orthogonal factors. On this basis, a factor represents a grouping of persons around a common pattern of sorting the items. Hence, a factor represents a type of person.
4. Each pattern of sorting the items associated with each factor or type of person is estimated. This is done by weighting each item response of each of the persons most highly associated with a given factor by the degree to which they are loaded on that factor. The higher a person's loading on the factor, the greater is the weight. These weighted responses are summed across each item separately. This produces an item array of weighted responses for each factor in the rotated factor analysis solution selected. The arrays of weighted responses are then converted to z-scores.
5. The arrays of item z-scores are ordered from most accepted to most rejected for each factor. This provides a hierarchy of item acceptance for each factor or type of persons.
6. The arrays of items z-scores for each factor are compared by subtraction for each pair of factors. This produces arrays of difference scores for each pair of factors. This provides the basis for differentiating one factor or type of persons from another.

TOPIC APPEALS

Given a choice, just what Civil Defense matters do people want to know more about? And what information aren't they very interested in?

To get at dimensions of topic interest or appeal, we constructed titles for possible articles on civil defense topics. These were for articles which might appear in popular magazines or newspapers. A list of possible civil defense topics was assembled from several sources. The "Fallout Protection" booklet was examined thoroughly. In addition, a number of clippings from magazines and newspapers were reviewed. Other civil defense topics were derived from some intensive focused interviews on civil defense and fallout protection. Further topics were obtained from the preliminary analysis of the Fallout Shelter and Radiation Types. After a list of such topics was assembled, each topic was cast in the form of the title for a popular magazine or newspaper article.

In the June phase of the study, we asked our respondents in the five cities to sort 58 civil defense topic titles into 13 ranks from the ones that they most wanted to learn more about to those that they least wanted to learn more about. We analyzed the patterns of interest and found five predominant patterns.

Don't be put off by the wording of some of our topic titles. In retrospect, we can see that some are not as clear as we would like, and some are overly dramatic. We surely don't suggest that informational materials adopt any of these titles exactly as they are. Rather they should be used simply as a basis for determining emphases and orientations and for creating new titles most appropriate to the materials being presented.

All Five Topic Types

MODERATELY INTERESTED IN

Even If You Can't Build a Fallout Shelter There's Something You Can Do.

MODERATELY NOT INTERESTED IN

Our High Cost of Living and the Low Cost of Surviving.

Burial of A-Bomb Victims is a Job for the Living

Supply and Demand -- How Will It Work in an Atomic Attack?

For all of the types, we found an interest in preparing for the possibility of atomic attack in other ways than building a shelter. None of the types expressed much interest in the economics of survival or one of the more unpleasant tasks that would follow a nuclear war.

TOPIC TYPE "A"
INTERESTED IN

- + For Those Who Survive -- What It Will Be Like After The Blast--The Next Week, The Next Year
- + Living Off The Land After An Atomic Attack
- + The Most We Can Hope For And The Worst We Can Expect In A Nuclear War
- + In A Shelter Or Out--What Are The Chances For Survival In An A-Bomb Attack?
- + A Doctor's Report On Radiation
- + If The Russians Invaded, Would You Know How To Fight?
- + You May Be Your Only Doctor In A Nuclear Attack
- + WARNING! NUCLEAR ATTACK -- How Much Time Will You Have?
- + How to Contact Your Loved Ones After Nuclear Disaster

TOPIC TYPE "A"
NOT INTERESTED IN

- Why You Shouldn't Build A Fallout Shelter
- Your Corner Grocer Can't Help You After The Bomb
- Occupation -- Peace-Marcher: How And Why
- Typhoid -- As Deadly A Killer As Fallout In Shelter-Living
- A New Playroom, More Storage Space, And Fallout Protection Too
- Firearms And Fallout Shelters
- Shelter-Building Americans And How They Did It.

Type "A" apparently expects to survive the original attack. He expresses no desire to hear or read arguments for or against fallout shelters. In fact, of all the types, he is least interested in learning why he shouldn't build a fallout shelter and how to determine the adequacy of attack preparation in the school. Nor does Topic Type "A" care about in-shelter problems such as food supplies or disease or keeping neighbors out.

"I want to be able to survive after the blast;" says "A", "Therefore, I want to know how to live." He is most concerned about the attack and its subsequent after-effects. "A" wants to know how he could live off the land after an attack. More than any of the other types, he is interested in information dealing with the minimum and the maximum devastation that might result from nuclear war. He is also interested in learning how to cope with the aftermath of this type of war. Topic Type "A" wants to keep family together and healthy after an atomic attack.

TOPIC TYPE "B"
INTERESTED IN

TOPIC TYPE "B"
NOT INTERESTED IN

- | | |
|--|--|
| <ul style="list-style-type: none"> + For Those Who Survive -- What It Will Be Like After The Blast--The Next Week The Next Year + No More Children For Nuclear-Age Man + Food Exposed to Radiation Can Be Salvaged + Fallout And How To Get Rid Of It + Psychological And Sociological Problems Of Shelter-Living + Building A Shelter? Uncle Sam Will Help Foot The Bill + Living Off The Land After An Atomic Attack + You May Be Your Only Doctor In A Nuclear Attack + Witness To Disaster: Human Behavior In A Nuclear Attack + So You Think Radiation's Contagious | <ul style="list-style-type: none"> - Your Corner Grocer Can't Help You After The Bomb - Firearms And Fallout Shelters - Occupation -- Peace-Marcher: How And Why - There's a Civil Defense Speaker In Your Community - Shelter-Building Americans And How They Did It - Nuclear Fallout's Dangerous Enough-- Don't Suffer from Malnutrition Too - 3-2-1 -- NUCLEAR ATTACK! What Do You Do Now? - One If By Land, Two If By Sea -- America's Nuclear Readiness System - Group Shelter or Family Shelter? - Ranch-house, Bank Building, Garage: Building Types And Nuclear Blast Effects |
|--|--|

Topic Type "B" resembles Type "A" in his primary desire for information about survival after and not during an atomic attack. But "B" would like to know about a shelter area with a dual function such as a playroom or storage area. His interests are particularly focused on the effects of a thermonuclear detonation on the condition of the human body. More than any other type, he is interested in the nature of radiation sickness and what the disease could do to his capacity for reproduction. Type "B" is also interested in what radiation can do to foods and decontamination practices which could counteract radiation.

In addition to his concern about his physical well-being, "B's" interest in his mental health problems after an attack exceeds that of the other types. He wants to know what witnessing this type of disaster might do to him. He is interested in learning how the citizens of Hiroshima behaved after the 1945 attack.

The way to locate a civil defense spokesman for a group is of less interest to Topic Type "B" than to others. And he expresses less desire than other types to learn about the warning system, his part in civil defense, the public versus private shelter question, and in a shelter he could build.

Topic Type "B" was the least likely of all the types to have noticed anything in the newspapers about civil defense and fallout shelters during the period between interviews.

TOPIC TYPE "C"
INTERESTED IN

- + You May Be Your Only Doctor In A Nuclear Attack
- + A Doctor's Report On Radiation
- + Psychological And Sociological Problems Of Shelter-Living
- + Living Off The Land After An Atomic Attack
- + Evacuation Techniques In A Nuclear Attack
- + How Much Are We Offered For Disarmament
- + Which Way Does The Wind Blow? A Vital Question After Nuclear Attack
- + Fallout And How To Get Rid Of It
- + You CAN Help In Your Nation's Defense
- + Typhoid -- As Deadly A Killer As Fallout In Shelter-Living
- + City Size, Bomb Size, And Your Chances For Survival

TOPIC TYPE "C"
NOT INTERESTED IN

- Occupation -- Peace-Marcher: How And Why
- So You Think Radiation's Contagious
- Will Russian Soldiers Walk Our Main Streets?
- No More Children For Nuclear-Age Man
- Don't Guess -- Ask Your Civil Defense!
- Tax Credits For Protecting Yourself And Your Family
- One If By Land, Two If By Sea -- America's Nuclear Readiness System

In contrast to Topic Types "A" and "B", "C" is interested in learning more about survival for both the periods during and after an atomic attack. He is concerned about what he can do for himself in the event of an attack. More than any of the other types, he wants to know how to deal with the probable breakdown of food distribution. Type "C" values information about the manner in which weather conditions are related to radioactive fallout and what doctors have to say about radiation's effect on the human body. He wants to know how to avoid typhoid during the in-shelter period.

In line with his desire for knowledge regarding self-help, Topic Type "C" also expresses the greatest interest in learning of the place of firearms in the fallout shelter.

Type "C" expresses far less interest than any of the other types in obtaining information dealing with the myth of radiation being contagious. He indicates little interest in how much time there will be between an attack alarm and the attack, how to locate shelter in the event of an attack, and why he should ask civil defense for information. "C" is not concerned with what effect radiation might have on his fertility.

Persons in Topic Type "C" were older than those in the other types. And they had also lived at the same address, in the same city, and in the same state for more years than any other type. During the four weeks before the study, "C" attended church the fewest times. Type "C" reported less awareness of viewing anything on television dealing with civil defense and fallout shelters. The subject also entered into his conversation fewer times than into that of any of the other types.

TOPIC TYPE "D"
INTERESTED IN

TOPIC TYPE "D"
NOT INTERESTED IN

- | | |
|---|---|
| + A Shelter Blueprint That May Mean Your Survival | - Occupation -- Peace-Marcher: How And Why |
| + In A Shelter Or Out -- What Are The Chances For Survival In An A-Bomb Attack? | - Your Corner Grocer Can't Help You After The Bomb |
| + Living Off The Land After An Atomic Attack | - World War III Could Be An Accident |
| + Is Your Child's School Prepared For Nuclear Attack? | - How Much Are We Offered For Disarmament? |
| + Building A Shelter? Uncle Sam Will Help Foot The Bill | - Will Russian Soldiers Walk Our Main Streets? |
| + Evacuation Techniques In A Nuclear Attack | - Watch Out For Shelter Charlatans |
| + You And Your Neighbor -- How You Can Both Survive | - If The Russians Invaded, Would You Know How To Fight? |
| + You CAN Help In Your Nation's Defense | - Why You Shouldn't Build A Fallout Shelter |
| + Group Shelter Or Family Shelter? | |
| + Why Our Government Wants Us To Build Shelters | |

Fallout shelters may represent the panacea to the entire problem of eminent nuclear warfare for Type "D". When he says, "There isn't enough information on fallout shelters as to what is approved, fool-proof, etc.," he reflects his special interest in shelters -- both public and private -- as a means of survival. "D's" interest in learning about construction plans for a private shelter is greater than for any of the other types. And, he wants to know what expert advice Civil Defense can give him.

World War III could be an accident but "D" is by far the least interested of the types in learning more about this aspect of the probability of atomic attack. He also displays equal disinterest in the manner in which disarmament can be achieved. Nor is Topic Type "D" concerned with learning defense techniques that would be used in the event of a Russian invasion or other foreseeable aftermaths of the war.

"D" was more confident that he had not sorted the Fallout Shelter and Radiation statements differently in June than he had sorted them in December.

TOPIC TYPE "E"
INTERESTED IN

TOPIC TYPE "E"
NOT INTERESTED IN

- | | |
|---|--|
| + How To Contact Your Loved Ones After Nuclear Disaster | - Watch Out For Shelter Charlatans |
| + Is Your Child's School Prepared For Nuclear Attack? | - Tax Credits For Protecting Yourself And Your Family |
| + WARNING! NUCLEAR ATTACK -- How Much Time Will You Have? | - Occupation -- Peace-Marcher: How And Why |
| + 3-2-1 -- NUCLEAR ATTACK! What Do You Do Now? | - Hiroshima, August 7, 1945 -- 24 Hours After The Bomb |
| + Fallout And How To Get Rid Of It | - Shelter-Building Americans And How They Did It |
| + How Much Are We Offered For Disarmament? | - Movie Close-Ups Of The Effect Of High, Medium And Low Yield Explosions On Typical Structures |
| + You May Be Your Only Doctor In A Nuclear Attack | - So You Think Radiation's Contagious |
| + You And Your Neighbor -- How You Can Both Survive | - Building A Shelter? Uncle Sam Will Help Foot The Bill |
| + Food Exposed To Radiation Can Be Salvaged | - Firearms And Fallout Shelters |
| + In A Shelter Or Out -- What Are The Chances For Survival In An A-Bomb Attack? | - Your Corner Grocer Can't Help You After The Bomb |
| + For Those Who Survive -- What It Will Be Like After The Blast -- The Next Week, The Next Year | - Shelter-Building Supplies Are As Near As Your Phone |
| | - Ranch-house, Bank Building, Garage: Building Types And Nuclear Blast Effects |

There is an unusual combination of topics which are of particular interest to Topic Type "E". This combination reflects his deep concern for the welfare of his family and some uncertainty about the entire subject of civil defense.

More than any other type, "E" is interested in how he can contact his loved ones after an attack. "My children would be my first thought, and I would want to know what happened to them," says "E". He naturally is interested in determining if adequate attack preparation exists in his child's school. And "C" also wants to know what to do when an attack alarm is issued.

But on the other hand, he is willing to investigate arguments against private shelter construction.

"C" expresses little desire in learning how to live off the land after an attack, what germ warfare might be like, or what various types of bombs would do to existing structure. He is not interested in what tax deduction might be obtained by building a private shelter.

Generally, there are more children in the Type "E" household than there are in the households of other types. This might explain why "E" spent a greater number of hours viewing television in the week prior to the survey. And Topic Type "E" has more income than the others.

Distribution of Types

In our sample, which was not a representative cross-section of the United States, Type "E" belief patterns were most prevalent. Next in order of occurrence were Type "C" and "D". There was also some incidence of belief patterns which had characteristics of either Type "D" or Type "E" and one other type. Types "A" and "B" were the least prevalent types in the sample.

APPENDIX

Table of Contents

Tabular Summaries

of the

Five Civil Defense Information Topics Types

<u>Section</u>	<u>Color Code</u>
Array of Concensus Civil Defense Information Topics (Table 1)	Pink Fleck
Arrays and Tables for Civil Defense Information Topics Type A (Tables 2-4)	Gold
Arrays and Tables for Civil Defense Information Topics Type B (Tables 5-7)	Green
Arrays and Tables for Civil Defense Information Topics Type C (Tables 8-10)	Yellow
Arrays and Tables for Civil Defense Information Topics Type D (Tables 11-13)	Blue
Arrays and Tables for Civil Defense Information Topics Type E (Tables 14-16)	Gray
Arrays of Civil Defense Information Topics Which Differentiate One Source Type From Each Of The Other Types (Tables 17-26)	Pink
Intercorrelations Between the Arrays of the Five Civil Defense Information Topics Types (Table 27)	Lilac

TABLE 1 -- Consensus Civil Defense Information Topics
Which Did Not Differentiate Between the Five
Civil Defense Information Topics Types

Mean
z-score

Topic

Types A, B, C, D, and E Generally More Want to Learn More About:

0.496

45. Even If You Can't Build a Fallout Shelter There's Something You
Can Do

And Less Want to Learn More About:

-0.680

26. Our High Cost of Living and the Low Cost of Surviving

-0.667

38. Burial of A-Bomb Victims is a Job for the Living

-0.041

18. Supply and Demand -- How Will It Work in an Atomic Attack?

TABLE 2 -- Civil Defense Information Topics Type A: Array of Civil Defense Information Topics In Order From the Topics They Most Want to Learn More About to the Topics They Least Want to Learn More About (excludes consensus topics)

<u>z-score</u>	<u>Topic</u>
2.512	5. For Those Who Survive -- What It Will Be Like After the Blast -- The Next Week, The Next Year
1.969	33. Living Off the Land After an Atomic Attack
1.844	15. The Most We Can Hope For and the Worst We Can Expect in a Nuclear War
1.380	30. In a Shelter or Out -- What Are the Chances for Survival in an A-Bomb Attack?
1.302	57. A Doctor's Report on Radiation
1.266	34. If the Russians Invaded, Would You Know How to Fight?
1.250	31. You May Be Your Only Doctor in a Nuclear Attack
1.231	13. WARNING! NUCLEAR ATTACK -- How Much Time Will You Have?
1.135	10. How to Contact Your Loved Ones After Nuclear Disaster
0.769	50. City Size, Bomb Size, and Your Chances for Survival
0.720	47. Fallout and How to Get Rid of It
0.683	44. You CAN Help in Your Nation's Defense
0.627	16. And After the A-Blast, There's FIRE
0.599	24. A Shelter Blueprint That May Mean Your Survival
0.589	21. My Town and Yours -- Pinpoints on Moscow's Attack Map
0.555	4. No More Children for Nuclear-Age Man
0.459	9. 3-2-1 -- NUCLEAR ATTACK! What Do You Do Now?
0.452	42. Ranch-house, Bank Building, Garage: Building Types and Nuclear Blast Effects
0.428	11. Disease as a Weapon of War
0.356	36. World War III Could Be An Accident
0.330	3. There Are Ways to Know About Fallout
0.274	48. Witness to Disaster: Human Behavior in a Nuclear Attack
0.203	20. One If By Land, Two If By Sea -- America's Nuclear Readiness System
0.181	14. Floods, Fires and Tornadoes Are Jobs For Civil Defense Too
0.178	52. Which Way Does the Wind Blow? A Vital Question After Nuclear Attack
0.153	7. Why Our Government Wants Us to Build Shelters
0.128	2. You ARE Your Community -- Know Where To Go in case of Nuclear Attack
0.087	37. Execution Techniques in a Nuclear Attack
0.071	12. The Blast of Nuclear War: Protection Against a Near-Solid Wall of Air Pressure
0.052	6. Don't Guess -- Ask Your Civil Defense!
0.045	32. Shelter-Giving and Keeping in Good Spirits
0.007	40. You and Your Neighbor -- How You Can Both Survive
-0.037	17. Will Russian Soldiers Walk Our Main Streets?
-0.063	25. Hiroshima, August 7, 1945 -- 24 Hours After the Bomb
-0.110	1. Food Exposed to Radiation Can Be Salvaged
-0.247	23. Group Shelter or Family Shelter?
-0.428	19. So You Think Radiation's Contagious
-0.582	35. How Much Are We Offered for Disarmament?
-0.725	51. Movie Close-ups of the Effect of High, Medium and Low Yield Explosions on Typical Structures

TABLE 2 Continued

<u>z-score</u>	<u>Topic</u>	
-0.760	54. There's a Civil Defense Speaker in Your Community	
-0.793	46. Tax Credits for Protecting Yourself and Your Family	
-0.843	39. Shelter-Building Supplies Are As Near As Your Phone	
-0.877	22. Nuclear Fallout's Dangerous Enough -- Don't Suffer from Malnutrition Too	
-0.878	41. Building A Shelter? Uncle Sam Will Help Foot the Bill	2
-0.895	49. Psychological and Sociological Problems of Shelter-Living	
-0.925	29. Watch Out for Shelter Charlatans	
-0.980	56. Is Your Child's School Prepared for Nuclear Attack?	1
-1.103	28. Shelter-Building Americans and How They Did It	1
-1.149	43. Firearms and Fallout Shelters	
-1.250	27. A New Playroom, More Storage Space, and Fallout Protection Too	1
-1.291	55. Typhoid -- As Deadly A Killer as Fallout in Shelter-Living	
-1.390	8. Occupation -- Peace-Marcher: How and Why	0
-2.049	53. Your Corner Grocer Can't Help You After the Bomb	0
-3.265	58. Why You Shouldn't Build a Fallout Shelter	0
		0
		0
		-0
		-0
		-1
		-3
		-1
		-1
		-0
		-0
		-0
		-0
		0

TABLE 3 -- Civil Defense Information Topics Type A: Civil Defense
Information Topics Which Differentiate Type A From Types
B, C, D, and E*

<u>z-scores</u>					<u>Topic</u>
A	B	C	D	E	<u>More</u> Than Types B, C, D, and E, Type A Wants To Learn More About:
2.532	2.376	-0.338	0.650	1.033	5. For Those Who Survive -- What It Will Be Like After the Blast -- The Next Week, The Next Year
1.969	1.425	1.621	1.502	0.889	33. Living Off the Land After an Atomic Attack
1.844	-0.581	-0.181	0.494	0.819	***15. The Most We Can Hope For and the Worst We Can Expect in a Nuclear War
1.266	-0.638	0.605	-1.382	-0.054	**34. If the Russians Invaded, Would You Know How to Fight?
0.627	0.561	-0.613	-0.867	-0.188	**16. And After the A-Blast, There's FIRE
0.589	0.504	-0.730	0.013	-0.453	21. My Town and Yours -- Pinpoints on Moscow's Attack Map
0.452	-1.067	0.011	-0.794	-1.019	42. Ranch-house, Bank Building, Garage: Build- ing Types and Nuclear Blast Effects
0.428	0.046	0.188	-0.028	-0.727	11. Disease as a Weapon of War
-0.037	-0.215	-2.115	-1.602	-0.937	17. Will Russian Soldiers Walk Our Main Streets?
-0.528	-0.542	-0.943	-0.735	-0.656	26. Our High Cost of Living and the Low Cost of Surviving
-1.390	-1.551	-2.826	-2.869	-1.575	8. Occupation -- Peace-Marcher: How and Why
					<u>Less</u> Than Types B, C, D, and E, Type A Wants To Learn More About:
-3.265	-0.395	-0.846	-1.071	0.138	***58. Why You Shouldn't Build a Fallout Shelter
-1.291	0.019	1.007	-0.679	-0.297	**55. Typhoid -- As Deadly a Killer As Fallout in Shelter-Living
-1.250	0.559	-0.227	-0.140	-0.674	**27. A New Playroom, More Storage Space, and Fall- out Protection Too
-0.980	0.427	0.884	1.261	2.151	***56. Is Your Child's School Prepared For Nuclear Attack?
-0.895	1.462	1.706	0.613	-0.355	**49. Psychological and Sociological Problems of Shelter-Living
-0.355	0.239	-0.095	0.322	-0.316	18. Supply and Demand -- How Will It Work in an Atomic Attack?
-0.110	1.698	0.674	0.323	1.172	1. Food Exposed to Radiation Can Be Salvaged
0.007	0.249	0.842	1.147	1.187	40. You and Your Neighbor -- How You Can Both Survive

* Includes items which one type gave z-scores which were higher or lower than each of the other types. The more discriminating items are marked with asterisks:

** One type placed it at least 0.5 standard deviation higher or lower than each of the other types.

*** One type placed it at least 1.0 standard deviation higher or lower than each of the other types.

TABLE 4 -- Civil Defense Information Topics Type A:
Correlations Between the Degree to Which a Subject is of the Type A
(factor loadings) and Various Demographic and General Civil Defense
Information Exposure Variables**

Var. No.	Variable	Code	Corre- lation*
11	Sex of subject	0 - female 1 - male	- .057
12	Age of subject	Actual age	- .031
13	Number of children who still live at home	Actual number of children	- .170
14	Last grade which was completed in school	Actual last grade completed	+ .137
15	"Do you have a preference for a particular religious faith?"	0 - No, Won't say 1 - Yes	- .034
16	Number of times subject has attended church in last four weeks	Actual number of times	+ .032
17	Number of years subject has lived at present address	Actual number of years	- .054
18	Number of years subject has lived in present city	Actual number of years	- .006
19	Number of years subject has lived in present state	Actual number of years	- .008
20	Number of hours of television viewing in past week	Actual number of hours	+ .038
21	Number of hours of radio listened to in past week	Actual number of hours	- .094
22	"Did you look into or read a newspaper yesterday....the day before yesterday?"	0 - No yeses 1 - 1 yes 2 - 2 yeses	+ .126
23	Number of books read in the past month	Actual number of books read	+ .030
24	Number of meetings of organizations attended in the past month	Actual number of meetings	+ .046
25	Subject's estimate of total family income	Actual income estimate	+ .047

TABLE 4 Continued

Var. No.	Variable	Code	Corre- lation*
1	Perceived Change Index: Guttman scale of following questions.....	0-5 - Number of yeses to five scale questions	+ .065
	<p>"Do you feel the world situation has changed in the past few months?"</p> <p>"Has anything happened since your interview last December that has given you any new ideas about civil defense?"</p> <p>"In the past few months, have your feelings about fallout shelters changed in any way?"</p> <p>"As best you can remember, did you sort these cards (FALLOUT SHELTER AND RADIATION) any differently than you did last December?"</p> <p>"As best you can remember, did you sort these cards (PEACE AND DEFENSE) any differently than you did last December?"</p>	<p>0 - No, DK 1 - Yes</p>	
2	"As best you can remember, did you sort these cards (PEACE AND DEFENSE) any differently than you did last December?"	0 - No, DK 1 - Yes	+ .028
3	"As best you can remember, did you sort these cards (FALLOUT SHELTER AND RADIA- TION) any differently than you did last December?"	0 - No, DK 1 - Yes	- .083
4	"Since the last interview, have you noticed anything in the newspapers about civil defense or fallout shelters?"	0 - No, DK 1 - Yes	- .040
5	"Have you noticed anything on television about civil defense or fallout shelters?"	0 - No, DK 1 - Yes	- .020
6	"In the past few months, have you noticed anything in magazines about civil defense or fallout shelters?"	0 - No, DK 1 - Yes	- .089
7	"In the past few months, have you talked with anyone about civil defense?"	0 - No, DK 1 - Yes	+ .152

TABLE 4 Continued

<u>Var. No.</u>	<u>Variable</u>	<u>Code</u>	<u>Corre- lation*</u>
8	"Have you gotten any other information about civil defense or fallout shelters?"	0 - No, DK 1 - Yes	+ .009
9	"Have you gotten a copy of the government's bulletin on 'Fallout Protection.'" (yes, DK, no)	0 - If no 1 - If yes, all no below	- .065
	"If YES: Did you read it?" (yes, yes in part, no)	3 - If yes in part, no below 4 - If yes, no below	
	"If YES or YES IN PART: Did you discuss the bulletin with anyone?"	5 - If yes	
10	"Have you thought about ordering any other civil defense booklets from the government?"	0 - If no 1 - If yes, no below	- .135
	"If YES: Have you ordered any yet?"	2 - If yes	

* With an N = 104, a correlation of .193 is significant at the .05 level (two-tailed).

** A matrix of intercorrelations between all pairs of the demographic and exposure variables will be found in the appendix of the summary report (Part A). The variable number refers to each variable's location in this matrix.

TABLE 5 -- Civil Defense Information Topics Type B: Array of Civil Defense Information Topics In Order From the Topics They Most Want to Learn More About to the Topics They Least Want to Learn More About (excludes consensus topics)

<u>z-score</u>	<u>Topic</u>
2.376	5. For Those Who Survive -- What It Will Be Like After the Blast -- The Next Week, The Next Year
2.283	4. No More Children for Nuclear-Age Man
1.698	1. Food Exposed to Radiation Can Be Salvaged
1.562	47. Fallout and How to Get Rid of It
1.462	49. Psychological and Sociological Problems of Shelter-Living
1.427	41. Building A Shelter? Uncle Sam Will Help Foot the Bill
1.425	33. Living Off the Land After an Atomic Attack
1.375	31. You May Be Your Only Doctor in a Nuclear Attack
1.235	48. Witness to Disaster: Human Behavior in a Nuclear Attack
1.116	19. So You Think Radiation's Contagious
0.876	57. A Doctor's Report on Radiation
0.830	36. World War III Could Be An Accident
0.721	25. Hiroshima, August 7, 1945 -- 24 Hours After the Bomb
0.678	32. Shelter-Living and Keeping in Good Spirits
0.567	7. Why Our Government Wants Us to Build Shelters
0.559	27. A New Playroom, More Storage Space, and Fallout Protection Too
0.455	10. How to Contact Your Loved Ones After Nuclear Disaster
0.455	50. City Size, Bomb Size, and Your Chances for Survival
0.427	56. Is Your Child's School Prepared for Nuclear Attack?
0.414	51. Movie Close-ups of the Effect of High, Medium and Low Yield Explosions on Typical Structures
0.405	35. How Much Are We Offered for Disarmament?
0.249	13. WARNING! NUCLEAR ATTACK -- How Much Time Will You Have?
0.249	40. You and Your Neighbor -- How You Can Both Survive
0.092	2. You ARE Your Community -- Know Where to Go in case of Nuclear Attack
0.062	3. There Are Ways to Know About Fallout
0.046	11. Disease as a Weapon of War
0.019	55. Typhoid -- As Deadly A Killer As Fallout in Shelter-Living
-0.014	52. Which Way Does the Wind Blow? A Vital Question After Nuclear Attack
-0.019	30. In a Shelter or Out -- What Are the Chances for Survival in an A-Bomb Attack?
-0.215	17. Will Russian Soldiers Walk in Streets?
-0.327	37. Evacuation Techniques in a Nuclear Attack
-0.395	58. Why You Shouldn't Build a Fallout Shelter
-0.474	46. Tax Credits for Protecting Yourself and Your Family
-0.480	6. Don't Guess -- Ask Your Civil Defense!
-0.494	44. You CAN Help in Your Nation's Defense
-0.504	21. My Town and Yours -- Pinpoints on Moscow's Attack Map
-0.561	16. And After the A-Blast, There's FIRE
-0.581	15. The Most We Can Hope For and the Worst We Can Expect in a Nuclear War
-0.618	29. Watch Out for Shelter Charlatans
-0.638	34. If the Russians Invaded, Would You Know How to Fight?
-0.682	24. A Shelter Blueprint That May Mean Your Survival
-0.700	12. The Blast of Nuclear War: Protection Against a Near-Solid Wall of Air Pressure
-0.701	39. Shelter-Building Supplies Are As Near As Your Phone

TABLE 5 Continued

<u>Z-score</u>	<u>Topic</u>
-0.963	14. Floods, Fires and Tornadoes Are Jobs For Civil Defense Too
-1.067	42. Ranch-house, Bank Building, Garage: Building Types and Nuclear Blast Effects
-1.088	23. Group Shelter or Family Shelter?
-1.256	20. One If By Land, Two If By Sea -- America's Nuclear Readiness System
-1.312	9. 3-2-1 -- NUCLEAR ATTACK! What Do You Do Now?
-1.317	22. Nuclear Fallout's Dangerous Enough -- Don't Suffer from Malnutrition Too
-1.522	28. Shelter-Building Americans and How They Did It
-1.550	54. There's a Civil Defense Speaker in Your Community
-1.551	8. Occupation -- Peace-Marcher: How and Why
-1.623	43. Firearms and Fallout Shelters
-1.796	53. Your Corner Grocer Can't Help You After the Bomb

TABLE 6 -- Civil Defense Information Topics Type B: Civil Defense
Information Topics Which Differentiate Type B From Types
A, C, D, and E*

<u>z-scores</u>					<u>Topic</u>	
B	A	C	D	E	<u>More Than Types A, C, D, and E, Type B Wants To Learn More About:</u>	
2.283	0.555	-1.664	-0.987	-0.239	*** 4.	No More Children for Nuclear-Age Man
1.698	-0.110	0.674	0.323	1.172	** 1.	Food Exposed to Radiation Can Be Salvaged
1.562	0.720	1.044	0.470	1.447	47.	Fallout and How to Get Rid of It
1.427	-0.878	-0.037	1.177	-1.126	41.	Building a Shelter? Uncle Sam Will Help Foot the Bill
1.235	0.274	0.561	0.001	0.010	**48.	Witness to Disaster: Human Behavior in a Nuclear Attack
1.116	-0.428	-2.288	-0.220	-1.165	***19.	So You Think Radiation's Contagious
0.830	0.356	0.428	-1.850	0.203	36.	World War III Could Be An Accident
0.721	-0.063	0.008	-0.338	-1.361	**25.	Hiroshima, August 7, 1945 -- 24 Hours After the Bomb
0.559	-1.250	-0.227	-0.140	-0.674	**27.	A New Playroom, More Storage Space, and Fallout Protection Too
-0.618	-0.925	-0.814	-1.450	-2.009	29.	Some Shelter Contractors Are Dishonest -- Watch Out!
 <u>Less Than Types A, C, D, and E, Type B Wants To Learn More About:</u>						
-1.623	-1.149	0.703	-0.167	-1.062	43.	Firearms and Fallout Shelters
-1.550	-0.760	-0.637	-0.069	-0.820	**54.	Want A Speaker for Your Group? Ask Your Local Civil Defense Man
-1.522	-1.103	-0.596	-0.294	-1.344	28.	Shelter-Building Americans and How They Did It
-1.317	-0.877	0.114	-0.290	-0.453	22.	Nuclear Fallout's Dangerous Enough -- Don't Suffer from Malnutrition Too
-1.312	0.459	-0.727	0.862	1.612	** 9.	3-2-1 -- NUCLEAR ATTACK! What Do You Do Now?
-1.256	0.203	-1.028	-0.437	0.274	20.	One If By Land, Two If By Sea -- America's Nuclear Readiness System
-1.088	-0.247	0.016	1.041	0.829	**23.	Group Shelter or Family Shelter?
-1.067	0.452	0.011	-0.794	-1.019	42.	Ranch-house, Bank Building, Garage: Building Types and Nuclear Blast Effects
-0.963	0.181	0.461	-0.614	0.119	14.	Floods, Fires and Tornadoes Are Jobs for Civil Defense Too
-0.858	-0.691	-0.438	-0.498	-0.850	38.	Burial of A-Bomb Victims Is a Job for the Living
-0.682	0.599	-0.058	1.911	0.272	**24.	A Shelter Blueprint That May Mean Your Survival
-0.581	1.844	-0.181	0.494	0.819	15.	The Most We Can Hope For and the Worst We Can Expect in a Nuclear War
-0.494	0.683	1.008	1.052	0.622	**44.	You CAN Help in Your Nation's Defense

TABLE 6 Continued

<u>z-scores</u>					<u>Topic</u>
B	A	C	D	E	
-0.327	0.087	1.308	1.165	0.150	37. Evacuation Techniques in a Nuclear Attack
-0.019	1.380	0.390	1.763	1.131	30. In A Shelter or Out of It -- What Are the Chances of Survival in a Nuclear Attack

* Includes items which one type gave z-scores which were higher or lower than each of the other types. The more discriminating items are marked with asterisks:

** One type placed it at least 0.5 standard deviation higher or lower than each of the other types.

*** One type placed it at least 1.0 standard deviation higher or lower than each of the other types.

TABLE 7 -- Civil Defense Information Topics Type B:
Correlations Between the Degree to Which a Subject is of the Type B
(factor loadings) and Various Demographic and General Civil Defense
Information Exposure Variables**

Var. No.	Variable	Code	Corre- lation*
11	Sex of subject	0 - female 1 - male	- .155
12	Age of subject	Actual age	- .065
13	Number of children who still live at home	Actual number of children	+ .018
14	Last grade which was completed in school	Actual last grade completed	- .064
15	"Do you have a preference for a particular religious faith?"	0 - No, Won't say 1 - Yes	+ .091
16	Number of times subject has attended church in last four weeks	Actual number of times	- .066
17	Number of years subject has lived at present address	Actual number of years	- .018
18	Number of years subject has lived in present city	Actual number of years	- .053
19	Number of years subject has lived in present state	Actual number of years	- .062
20	Number of hours of television viewing in past week	Actual number of hours	+ .170
21	Number of hours of radio listened to in past week	Actual number of hours	- .007
22	"Did you look into or read a newspaper yesterday....the day before yesterday?"	0 - No yeses 1 - 1 yes 2 - 2 yeses	- .087
23	Number of books read in the past month	Actual number of books read	- .029
24	Number of meetings of organizations attended in the past month	Actual number of meetings	- .126
25	Subject's estimate of total family income	Actual income estimate	- .107

TABLE 7 Continued

Var. No.	Variable	Code	Corre- lation*
1	Perceived Change Index: Guttman scale of following questions.....	0-5 - Number of yeses to five scale questions	- .175
	"Do you feel the world situation has changed in the past few months?" "Has anything happened since your interview last December that has given you any new ideas about civil defense?" "In the past few months, have your feelings about fallout shelters changed in any way?" "As best you can remember, did you sort these cards (FALLOUT SHELTER AND RADIATION) any differently than you did last December?" "As best you can remember, did you sort these cards (PEACE AND DEFENSE) any differently than you did last December?"	0 - No, DK 1 - Yes	
2	"As best you can remember, did you sort these cards (PEACE AND DEFENSE) any differently than you did last December?"	0 - No, DK 1 - Yes	- .164
3	"As best you can remember, did you sort these cards (FALLOUT SHELTER AND RADIA- TION) any differently than you did last December?"	0 - No, DK 1 - Yes	- .053
4	"Since the last interview, have you noticed anything in the newspapers about civil defense or fallout shelters?"	0 - No, DK 1 - Yes	- .224
5	"Have you noticed anything on television about civil defense or fallout shelters?"	0 - No, DK 1 - Yes	+ .143
6	"In the past few months, have you noticed anything in magazines about civil defense or fallout shelters?"	0 - No, DK 1 - Yes	- .063
7	"In the past few months, have you talked with anyone about civil defense?"	0 - No, DK 1 - Yes	- .078

TABLE 7 Continued

Var. No.	Variable	Code	Corre- lation*
8	"Have you gotten any other information about civil defense or fallout shelters?"	0 - No, DK 1 - Yes	+ .023
9	"Have you gotten a copy of the government's bulletin on 'Fallout Protection.'" (yes, DK, no)	0 - If no 1 - If yes, all no below	+ .019
	"If YES: Did you read it?" (yes, yes in part, no)	3 - If yes in part, no below 4 - If yes, no below	
	"If YES or YES IN PART: Did you discuss the bulletin with anyone?"	5 - If yes	
10	"Have you thought about ordering any other civil defense booklets from the government?"	0 - If no 1 - If yes, no below	+ .013
	"If YES: Have you ordered any yet?"	2 - If yes	

* With an N = 104, a correlation of .193 is significant at the .05 level (two-tailed).

** A matrix of innercorrelations between all pairs of the demographic and exposure variables will be found in the appendix of the summary report (Part A). The variable number refers to each variable's location in this matrix.

TABLE 8 -- Civil Defense Information Topics Type C: Array of Civil Defense Information Topics In Order From the Topics They Most Want to Learn More About to the Topics They Least Want to Learn More About (excludes consensus topics)

<u>z-score</u>	<u>Topic</u>
2.056	31. You May Be Your Only Doctor in a Nuclear Attack
1.898	57. A Doctor's Report on Radiation
1.706	49. Psychological and Sociological Problems of Shelter-Living
1.621	33. Living Off the Land After an Atomic Attack
1.308	37. Evacuation Techniques in a Nuclear Attack
1.169	35. How Much Are We Offered for Disarmament?
1.079	52. Which Way Does the Wind Blow? A Vital Question After Nuclear Attack
1.044	47. Fallout and How to Get Rid of It
1.008	44. You CAN Help in Your Nation's Defense
1.007	55. Typhoid -- As Deadly A Killer As Fallout in Shelter-Living
1.000	50. City Size, Bomb Size, and Your Chances for Survival
0.884	56. Is Your Child's School Prepared for Nuclear Attack?
0.842	40. You and Your Neighbor -- How You Can Both Survive
0.835	53. Your Corner Grocer Can't Help You After the Bomb
0.703	43. Firearms and Fallout Shelters
0.674	1. Food Exposed to Radiation Can Be Salvaged
0.605	34. If the Russians Invaded, Would You Know How to Fight?
0.561	48. Witness to Disaster: Human Behavior in a Nuclear Attack
0.496	51. Movie Close-ups of the Effect of High, Medium and Low Yield Explosions on Typical Structures
0.461	14. Floods, Fires and Tornadoes Are Jobs For Civil Defense Too
0.428	36. World War III Could Be An Accident
0.409	32. Shelter-Living and Keeping in Good Spirits
0.390	30. In a Shelter or Out -- What Are the Chances for Survival in an A-Bomb Attack?
0.215	39. Shelter-Building Supplies Are As Near As Your Phone
0.188	11. Disease as a Weapon of War
0.114	22. Nuclear Fallout's Dangerous Enough -- Don't Suffer from Malnutrition Too
0.016	23. Group Shelter or Family Shelter?
0.011	42. Ranch-house, Bank Building, Garage: Building Types and Nuclear Blast Effects
0.008	25. Hiroshima, August 7, 1945 -- 24 Hours After the Bomb
-0.037	41. Building A Shelter? Uncle Sam Will Help Foot the Bill
-0.058	24. A Shelter Blueprint That May Mean Your Survival
-0.152	10. How to Contact Your Loved Ones After Nuclear Disaster
-0.181	15. The Most We Can Hope For and the Worst We Can Expect in a Nuclear War
-0.227	27. A New Playroom, More Storage Space, and Fallout Protection Too
-0.338	5. For Those Who Survive -- What It Will Be Like After the Blast -- The Next Week, The Next Year
-0.362	3. There Are Ways to Know About Fallout
-0.373	7. Why Our Government Wants Us to Build Shelters
-0.563	13. WARNING! NUCLEAR ATTACK -- How Much Time Will You Have?
-0.596	28. Shelter-Building Americans and How They Did It
-0.613	16. And After the A-Blast, There's FIRE
-0.637	54. There's a Civil Defense Speaker in Your Community

TABLE 8 Continued

<u>z-score</u>	<u>Topic</u>
-0.689	2. You ARE Your Community -- Know Where to Go in case of Nuclear Attack
-0.727	9. 3-2-1 -- NUCLEAR ATTACK! What Do You Do Now?
-0.730	21. My Town and Yours -- Pinpoints on Moscow's Attack Map
-0.814	29. Watch Out for Shelter Charlatans
-0.846	58. Why You Shouldn't Build A Fallout Shelter
-0.879	12. The Blast of Nuclear War: Protection Against a Near-Solid Wall of Air Pressure
-1.028	20. One If By Land, Two If By Sea -- America's Nuclear Readiness System
-1.076	46. Tax Credits for Protecting Yourself and Your Family
-1.411	6. Don't Guess -- Ask Your Civil Defense!
-1.664	4. No More Children for Nuclear-Age Man
-2.115	17. Will Russian Soldiers Walk Our Main Streets?
-2.288	19. So You Think Radiation's Contagious
-2.826	8. Occupation -- Peace-Marcher: How and Why

TABLE 9 -- Civil Defense Information Topics Type C: Civil Defense
Information Topics Which Differentiate Type C from Types
A, B, D, and E*

<u>z-scores</u>					<u>Topic</u>
C	A	B	D	E	<u>More Than Types A, B, D, and E, Type C Wants to Learn More About:</u>
2.056	1.250	1.375	0.401	1.212	**31. You May Be Your Only Doctor in a Nuclear Attack
1.898	1.302	0.876	0.451	0.537	**57. A Doctor's Report on Radiation
1.706	-0.895	1.462	0.613	-0.355	49. Psychological and Sociological Problems of Shelter-Living
1.308	0.087	-0.327	1.165	0.150	37. Evacuation Techniques in a Nuclear Attack
1.079	0.178	-0.014	0.000	-0.023	**52. Which Way Does the Wind Blow? A Vital Question After Nuclear Attack
1.007	-1.291	0.019	-0.679	-0.297	**55. Typhoid -- As Deadly A Killer As Fallout in Shelter-Living
1.000	0.769	0.455	-0.443	-0.031	50. City Size, Bomb Size, and Your Chances for Survival
0.835	-2.049	-1.796	-2.278	-1.060	***53. Your Corner Grocer Can't Help You After the Bomb
0.703	-1.149	-1.623	-0.167	-1.062	**43. Firearms and Fallout Shelters
0.496	-0.725	0.414	-0.442	-1.231	51. Movie Close-ups of the Effect of High, Medium and Low Yield Explosions on Typical Structures
0.461	0.181	-0.963	-0.614	0.119	14. Floods, Fires and Tornadoes Are Jobs for Civil Defense Too
0.315	-0.843	-0.701	-0.293	-1.059	39. Shelter-Building Supplies Are As Near As Your Phone
0.114	-0.877	-1.317	-0.290	-0.453	22. Nuclear Fallout's Dangerous Enough -- Don't Suffer from Malnutrition Too
-0.438	-0.691	-0.858	-0.498	-0.850	38. Burial of A-Bomb Victims Is a Job for the Living
					<u>Less Than Types A, B, D, and E, Type C Wants to Learn More About:</u>
-2.288	-0.428	1.119	-0.220	-1.165	***19. So You Think Radiation's Contagious
-2.115	-0.037	-0.215	-1.602	-0.937	17. Will Russian Soldiers Walk Our Main Streets?
-1.664	0.555	2.283	-0.987	-0.239	** 4. No More Children for Nuclear-Age Man
-1.411	0.052	-0.480	0.916	-0.466	** 6. Don't Guess -- Ask Your Civil Defense!
-0.943	-0.528	-0.542	-0.735	-0.656	26. Our High Cost of Living and the Low Cost of Surviving
-0.879	0.071	-0.700	0.038	0.206	12. The Blast of Nuclear War: Protection Against a Near-Solid Wall of Air Pressure
-0.730	0.589	-0.504	0.013	-0.453	21. My Town and Yours -- Pinpoints on Moscow's Attack Map
-0.689	0.128	0.092	0.617	0.946	** 2. You ARE Your Community -- Know Where to Go in Case of Nuclear Attack
-0.563	1.231	0.249	0.488	1.717	**13. WARNING! NUCLEAR ATTACK -- How Much Time Will You Have?

TABLE 9 Continued

<u>z-scores</u>					<u>Topic</u>
C	A	B	D	E	
-0.373	0.153	0.567	1.032	0.066	7. Why Our Government Wants Us to Build Shelters
-0.362	0.330	0.062	0.904	0.280	3. There Are Ways to Know About Fallout
-0.338	2.512	2.376	0.650	1.033	** 5. For Those Who Survive -- What It Will Be Like After the Blast -- The Next Week, The Next Year
-0.152	1.135	0.455	0.816	2.487	**10. How to Contact Your Loved Ones After Nuclear Disaster
-0.031	0.381	0.543	0.787	0.801	45. Even If You <u>Can't</u> Build a Fallout Shelter There's Something You Can Do

* Includes items which one type gave z-scores which were higher or lower than each of the other types. The more discriminating items are marked with asterisks:

** One type placed it at least 0.5 standard deviation higher or lower than each of the other types.

*** One type placed it at least 1.0 standard deviation higher or lower than each of the other types.

TABLE 10 -- Civil Defense Information Topics Type C:
Correlations Between the Degree to Which a Subject is of the Type C
(factor loadings) and Various Demographic and General Civil Defense
Information Exposure Variables**

Var. No.	Variable	Code	Corre- lation*
11	Sex of subject	0 - female 1 - male	+ .106
12	Age of subject	Actual age	+ .370
13	Number of children who still live at home	Actual number of children	- .108
14	Last grade which was completed in school	Actual last grade completed	- .153
15	"Do you have a preference for a particular religious faith?"	0 - No, Won't say 1 - Yes	+ .020
16	Number of times subject has attended church in last four weeks	Actual number of times	- .219
17	Number of years subject has lived at present address	Actual number of years	+ .235
18	Number of years subject has lived in present city	Actual number of years	+ .251
19	Number of years subject has lived in present state	Actual number of years	+ .306
20	Number of hours of television viewing in past week	Actual number of hours	- .051
21	Number of hours of radio listened to in past week	Actual number of hours	- .024
22	"Did you look into or read a newspaper yesterday....the day before yesterday?"	0 - No yeses 1 - 1 yes 2 - 2 yeses	+ .154
23	Number of books read in the past month	Actual number of books read	- .005
24	Number of meetings of organizations attended in the past month	Actual number of meetings	+ .055
25	Subject's estimate of total family income	Actual income estimate	- .038

TABLE 10 Continued

<u>Var. No.</u>	<u>Variable</u>	<u>Code</u>	<u>Corre- lation*</u>
1	Perceived Chance Index: Guttman scale of following questions..... "Do you feel the world situation has changed in the past few months?" "Has anything happened since your interview last December that has given you any new ideas about civil defense?" "In the past few months, have your feelings about fallout shelters changed in any way?" "As best you can remember, did you sort these cards (FALLOUT SHELTER AND RADIATION) any differently than you did last December?" "As best you can remember, did you sort these cards (PEACE AND DEFENSE) any differently than you did last December?"	0-5 - Number of yeses to five scale questions 0 - No, DK 1 - Yes	- .051
2	"As best you can remember, did you sort these cards (PEACE AND DEFENSE) any differently than you did last December?"	0 - No, DK 1 - Yes	- .137
3	"As best you can remember, did you sort these cards (FALLOUT SHELTER AND RADIA- TION) any differently than you did last December?"	0 - No, DK 1 - Yes	- .149
4	"Since the last interview, have you noticed anything in the newspapers about civil defense or fallout shelters?"	0 - No, DK 1 - Yes	+ .168
5	"Have you noticed anything on television about civil defense or fallout shelters?"	0 - No, DK 1 - Yes	- .244
6	"In the past few months, have you noticed anything in magazines about civil defense or fallout shelters?"	0 - No, DK 1 - Yes	- .071
7	"In the past few months, have you talked with anyone about civil defense?"	0 - No, DK 1 - Yes	- .269

TABLE 10 Continued

<u>Var. No.</u>	<u>Variable</u>	<u>Code</u>	<u>Corre- lation*</u>
8	"Have you gotten any other information about civil defense or fallout shelters?"	0 - No, DK 1 - Yes	- .154
9	"Have you gotten a copy of the government's bulletin on 'Fallout Protection.'" (yes, DK, no)	0 - If no 1 - If yes, all no below	- .115
	"If YES: Did you read it?" (yes, yes in part, no)	3 - If yes in part, no below 4 - If yes, no below	
	"If YES or YES IN PART: Did you discuss the bulletin with anyone?"	5 - If yes	
10	"Have you thought about ordering any other civil defense booklets from the government?"	0 - If no 1 - If yes, no below	+ .040
	"If YES: Have you ordered any yet?"	2 - If yes	

* With an N = 104, a correlation of .193 is significant at the .05 level (two-tailed).

** A matrix of innercorrelations between all pairs of the demographic and exposure variables will be found in the appendix of the summary report (Part A). The variable number refers to each variable's location in this matrix.

TABLE 11 -- Civil Defense Information Topics Type D: Array of Civil Defense Information Topics In Order From the Topics They Most want to Learn More About to the Topics They Least Want to Learn More About (excludes consensus topics)

<u>z-score</u>	<u>Topic</u>
1.911	24. A Shelter Blueprint That May Mean Your Survival
1.763	30. In a Shelter or Out -- What Are the Chances for Survival in an A-Bomb Attack?
1.502	33. Living Off the Land After an Atomic Attack
1.261	56. Is Your Child's School Prepared for Nuclear Attack?
1.177	41. Building A Shelter? Uncle Sam Will Help Foot the Bill
1.165	37. Evacuation Techniques in a Nuclear Attack
1.147	40. You and Your Neighbor -- How You Can Both Survive
1.052	44. You CAN Help in Your Nation's Defense
1.041	23. Group Shelter or Family Shelter?
1.032	7. Why Our Government Wants Us to Build Shelters
0.916	6. Don't Guess -- Ask Your Civil Defense!
0.904	3. There Are Ways to Know About Fallout
0.862	9. 3-2-1 -- NUCLEAR ATTACK! What Do You Do Now?
0.836	32. Shelter-Living and Keeping in Good Spirits
0.816	10. How to Contact Your Loved Ones After Nuclear Disaster
0.650	5. For Those Who Survive -- What It Will Be Like After the Blast -- The Next Week, The Next Year
0.617	2. You ARE Your Community -- Know Where to Go in case of Nuclear Attack
0.613	49. Psychological and Sociological Problems of Shelter-Living
0.494	15. The Most We Can Hope For and the Worst We Can Expect in a Nuclear War
0.488	13. WARNING! NUCLEAR ATTACK -- How Much Time Will You Have?
0.470	47. Fallout and How To Get Rid of It
0.451	57. A Doctor's Report on Radiation
0.401	31. You May Be Your Only Doctor in a Nuclear Attack
0.323	1. Food Exposed to Radiation Can Be Salvaged
0.038	12. The Blast of Nuclear War: Protection Against a Near-Solid Wall of Air Pressure
0.024	46. Tax Credits for Protecting Yourself and Your Family
0.013	21. My Town and Yours -- Pinpoints on Moscow's Attack Map
0.001	48. Witness to Disaster: Human Behavior in a Nuclear Attack
0.000	52. Which Way Does the Wind Blow? A Vital Question After Nuclear Attack
-0.028	11. Disease As a Weapon of War
-0.069	54. There's a Civil Defense Speaker in Your Community
-0.140	27. A New Playroom, More Storage Space, and Fallout Protection Too
-0.167	43. Firearms and Fallout Shelters
-0.220	19. So You Think Radiation's Contagious
-0.290	22. Nuclear Fallout's Dangerous Enough -- Don't Suffer from Malnutrition Too
-0.293	39. Shelter-Building Supplies Are As Near As Your Phone
-0.294	28. Shelter-Building Americans and How They Did It
-0.437	20. One If By Land, Two If By Sea -- America's Nuclear Readiness System
-0.442	51. Movie Close-ups of the Effect of High, Medium and Low Yield Explosions on Typical Structures
-0.443	50. City Size, Bomb Size, and Your Chances for Survival
-0.614	14. Floods, Fires and Tornadoes Are Jobs for Civil Defense Too

TABLE 11 Continued

<u>z-score</u>	<u>Topic</u>
-0.679	55. Typhoid -- As Deadly A Killer As Fallout in Shelter-Living
-0.794	42. Ranch-house, Bank Building, Garage: Building Types and Nuclear Blast Effects
-0.838	25. Hiroshima, August 7, 1945 -- 24 Hours After the Bomb
-0.867	16. And After the A-Blast, There's FIRE
-0.987	4. No More Children for Nuclear-Age Man
-1.071	58. Why You Shouldn't Build a Fallout Shelter
-1.382	34. If the Russians Invaded, Would You Know How to Fight?
-1.450	29. Watch Out for Shelter Charlatans
-1.602	17. Will Russian Soldiers Walk Our Main Streets?
-1.744	35. How Much Are We Offered for Disarmament?
-1.850	36. World War III Could Be An Accident
-2.278	53. Your Corner Grocer Can't Help You After the Bomb
-2.869	8. Occupation -- Peace-Marcher: How and Why

TABLE 12 -- Civil Defense Information Topics Type D: Civil Defense
Information Topics Which Differentiate Type D from Types
A, B, C, and E*

<u>z-scores</u>					<u>Topic</u>
D	A	B	C	E	<u>More</u> Than Types A, B, C, and E, Type D Wants to Learn More About:
1.911	0.599	-0.682	-0.058	0.272	**24. A Shelter Blueprint That May Mean Your Survival
1.763	1.380	-0.019	0.390	1.131	30. In A Shelter or Out of It -- What Are the Chances of Survival in a Nuclear Attack
1.052	0.683	-0.494	1.008	0.622	44. You CAN Help in Your Nation's Defense
1.041	-0.247	-1.088	0.016	0.829	23. Group Shelter or Family Shelter?
1.032	0.153	0.567	-0.373	0.066	7. Why Our Government Wants Us to Build Shelters
0.916	0.052	-0.480	-1.411	-0.466	** 6. Don't Guess -- Ask Your Civil Defense!
0.904	0.330	0.062	-0.362	0.280	3. There Are Ways to Know About Fallout
0.836	0.045	0.678	0.409	-0.375	32. Shelter-Living and Keeping in Good Spirits
0.322	-0.355	0.239	-0.095	-0.316	18. Supply and Demand -- How Will It Work in an Atomic Attack?
0.024	-0.793	-0.474	-1.076	-1.700	46. Tax Credits for Protecting Yourself and Your Family
-0.069	-0.760	-1.550	-0.637	-0.820	54. Want A Speaker for Your Group? Ask Your Local Civil Defense Man
-0.294	-1.103	-1.522	-0.596	-1.344	28. Shelter-Building Americans and How They Did It
					<u>Less</u> Than Types A, B, C, and E, Type D Wants to Learn More About:
-2.869	1.390	1.551	2.826	1.575	8. Occupation -- Peace-Marcher: How and Why
-2.278	2.049	1.796	-0.835	1.060	53. Your Corner Grocer Can't Help You After the Bomb
-1.850	-0.356	-0.830	-0.428	-0.203	***36. World War III Could Be An Accident
-1.744	0.582	-0.405	-1.169	-1.317	***35. How Can The World Disarm?
-1.382	-1.266	0.638	-0.605	0.054	**34. If the Russians Invaded, Would You Know How to Fight?
-0.867	-0.627	0.561	0.613	0.188	16. And After the A-Blast, There's FIRE
-0.443	-0.769	-0.455	-1.000	0.031	50. City Size, Bomb Size, and Your Chances for Survival
0.001	-0.274	-1.235	-0.561	-0.010	48. Witness to Disaster: Human Behavior in a Nuclear Attack
0.401	-1.250	-1.375	-2.056	-1.212	**31. You May Be Your Only Doctor in a Nuclear Attack
0.451	-1.302	-0.876	-1.898	-0.537	57. A Doctor's Report on Radiation
0.470	-0.720	0.395	-1.044	-1.447	47. Fallout and How to Get Rid of It

* Includes items which one type gave z-scores which were higher or lower than each of the other types. The more discriminating items are marked with asterisks:

** One type placed it at least 0.5 standard deviation higher or lower than each of the other types.

*** One type placed it at least 1.0 standard deviation higher or lower than each of the other types.

TABLE 13 -- Civil Defense Information Topics Type D:
Correlations Between the Degree to Which a Subject is of the Type D
(factor loadings) and Various Demographic and General Civil Defense
Information Exposure Variables**

Var. No.	Variable	Code	Corre- lation*
11	Sex of subject	0 - female 1 - male	+ .077
12	Age of subject	Actual age	- .051
13	Number of children who still live at home	Actual number of children	+ .003
14	Last grade which was completed in school	Actual last grade completed	+ .051
15	"Do you have a preference for a particular religious faith?"	0 - No, Won't say 1 - Yes	+ .059
16	Number of times subject has attended church in last four weeks	Actual number of times	+ .003
17	Number of years subject has lived at present address	Actual number of years	+ .106
18	Number of years subject has lived in present city	Actual number of years	- .062
19	Number of years subject has lived in present state	Actual number of years	- .104
20	Number of hours of television viewing in past week	Actual number of hours	- .006
21	Number of hours of radio listened to in past week	Actual number of hours	+ .143
22	"Did you look into or read a newspaper yesterday....the day before yesterday?"	0 - No yeses 1 - 1 yes 2 - 2 yeses	+ .068
23	Number of books read in the past month	Actual number of books read	- .176
24	Number of meetings of organizations attended in the past month	Actual number of meetings	+ .131
25	Subject's estimate of total family income	Actual income estimate	+ .002

TABLE 13 Continued

Var. No.	Variable	Code	Corre- lation*
1	Perceived Change Index: Guttman scale of following questions.....	0-5 - Number of yeses to five scale questions	- .002
	<p>"Do you feel the world situation has changed in the past few months?"</p> <p>"Has anything happened since your interview last December that has given you any new ideas about civil defense?"</p> <p>"In the past few months, have your feelings about fallout shelters changed in any way?"</p> <p>"As best you can remember, did you sort these cards (FALLOUT SHELTER AND RADIATION) any differently than you did last December?"</p> <p>"As best you can remember, did you sort these cards (PEACE AND DEFENSE) any differently than you did last December?"</p>	<p>0 - No, DK 1 - Yes</p>	
2	"As best you can remember, did you sort these cards (PEACE AND DEFENSE) any differently than you did last December?"	0 - No, DK 1 - Yes	- .004
3	"As best you can remember, did you sort these cards (FALLOUT SHELTER AND RADIA- TION) any differently than you did last December?"	0 - No, DK 1 - Yes	- .206
4	"Since the last interview, have you noticed anything in the newspapers about civil defense or fallout shelters?"	0 - No, DK 1 - Yes	+ .093
5	"Have you noticed anything on television about civil defense or fallout shelters?"	0 - No, DK 1 - Yes	- .095
6	"In the past few months, have you noticed anything in magazines about civil defense or fallout shelters?"	0 - No, DK 1 - Yes	- .092
7	"In the past few months, have you talked with anyone about civil defense?"	0 - No, DK 1 - Yes	+ .128

TABLE 13 Continued

<u>Var. No.</u>	<u>Variable</u>	<u>Code</u>	<u>Corre- lation*</u>
8	"Have you gotten any other information about civil defense or fallout shelters?"	0 - No, DK 1 - Yes	+ .076
9	"Have you gotten a copy of the government's bulletin on 'Fallout Protection.'" (yes, DK, no)	0 - If no 1 - If yes, all no below	- .023
	"If YES: Did you read it?" (yes, yes in part, no)	3 - If yes in part, no below 4 - If yes, no below	
	"If YES or YES IN PART: Did you discuss the bulletin with anyone?"	5 - If yes	
10	"Have you thought about ordering any other civil defense booklets from the government?"	0 - If no 1 - If yes, no below	- .047
	"If YES: Have you ordered any yet?"	2 - If yes	

* With an N = 104, a correlation of .193 is significant at the .05 level (two-tailed).

** A matrix of innercorrelations between all pairs of the demographic and exposure variables will be found in the appendix of the summary report (Part A). The variable number refers to each variable's location in this matrix.

TABLE 14 -- Civil Defense Information Topics Type E: Array of Civil Defense Information Topics In Order From the Topics They Most Want to Learn More About to the Topics They Least Want to Learn More About (excludes consensus topics)

<u>z-score</u>	<u>Topic</u>
2.487	10. How to Contact Your Loved Ones After Nuclear Disaster
2.151	56. Is Your Child's School Prepared for Nuclear Attack?
1.717	13. WARNING! NUCLEAR ATTACK -- How Much Time Will You Have?
1.612	9. 3-2-1 -- NUCLEAR ATTACK! What Do You Do Now?
1.447	47. Fallout and How to Get Rid of It
1.317	35. How Much Are We Offered for Disarmament?
1.212	31. You May Be Your Only Doctor in a Nuclear Attack
1.187	40. You and Your Neighbor -- How You Can Both Survive
1.172	1. Food Exposed to Radiation Can Be Salvaged
1.131	30. In A Shelter or Out -- What Are the Chances for Survival in an A-Bomb Attack?
1.033	5. For Those Who Survive -- What It Will Be Like After the Blast -- The Next Week, The Next Year
0.946	2. You ARE Your Community -- Know Where to Go in Case of Nuclear Attack
0.889	33. Living Off the Land After an Atomic Attack
0.829	23. Group Shelter or Family Shelter?
0.819	15. The Most We Can Hope For and the Worst We Can Expect in a Nuclear War
0.622	44. You CAN Help in Your Nation's Defense
0.537	57. A Doctor's Report on Radiation
0.280	3. There Are Ways to Know About Fallout
0.274	20. One If By Land, Two If By Sea -- America's Nuclear Readiness System
0.272	24. A Shelter Blueprint That May Mean Your Survival
0.206	12. The Blast of Nuclear War: Protection Against a Near-Solid Wall of Air Pressure
0.203	36. World War III Could Be An Accident
0.150	37. Evacuation Techniques in a Nuclear Attack
0.138	58. Why You Shouldn't Build a Fallout Shelter
0.119	14. Floods, Fires and Tornadoes Are Jobs For Civil Defense Too
0.066	7. Why Our Government Wants Us to Build Shelters
0.010	48. Witness to Disaster: Human Behavior in a Nuclear Attack
-0.023	52. Which Way Does the Wind Blow? A Vital Question After Nuclear Attack
-0.031	50. City Size, Bomb Size, and Your Chances for Survival
-0.054	34. If the Russians Invaded, Would You Know How to Fight?
-0.188	16. And After the A-Blast, There's FIRE
-0.239	4. No More Children for Nuclear-Age Man
-0.297	55. Typhoid -- As Deadly A Killer As Fallout in Shelter-Living
-0.355	49. Psychological and Sociological Problems of Shelter-Living
-0.375	32. Shelter-Living and Keeping in Good Spirits
-0.453	22. Nuclear Fallout's Dangerous Enough -- Don't Suffer from Malnutrition Too
-0.453	21. My Town and Yours -- Pinpoints on Moscow's Attack Map
-0.466	6. Don't Guess -- Ask Your Civil Defense!
-0.674	27. A New Playroom, More Storage Space, and Fallout Protection Too
-0.727	11. Disease as a Weapon of War
-0.820	54. There's a Civil Defense Speaker in Your Community

TABLE 14 Continued

<u>z-score</u>	<u>Topic</u>
-0.937	17. Will Russian Soldiers Walk Our Main Streets?
-1.019	42. Ranch-house, Bank Building, Garage: Building Types and Nuclear Blast Effects
-1.059	39. Shelter-Building Supplies Are As Near As Your Phone
-1.060	53. Your Corner Grocer Can't Help You After the Bomb
-1.068	43. Firearms and Fallout Shelters
-1.126	41. Building A Shelter? Uncle Sam Will Help Foot the Bill
-1.165	19. So You Think Radiation's Contagious
-1.231	51. Movie Close-ups of the Effect of High, Medium and Low Yield Explosions on Typical Structures
-1.344	28. Shelter-Building Americans and How They Did It
-1.361	25. Hiroshima, August 7, 1945 -- 24 Hours After the Bomb
-1.575	8. Occupation -- Peace-Marcher: How and Why
-1.700	46. Tax Credits for Protecting Yourself and Your Family
-2.009	29. Wa' Out for Shelter Charlatans

TABLE 15 -- Civil Defense Information Topics Type E: Civil Defense
Information Topics Which Differentiate Type E from Types
A, B, C, and D*

<u>z-scores</u>					<u>Topic</u>
E	A	B	C	D	<u>More</u> Than Types A, B, C, and D, Type E Wants to Learn More About:
2.487	1.135	0.455	-0.152	0.816	***10. How to Contact Your Loved Ones After Nuclear Disaster
2.151	-0.980	0.427	0.884	1.261	**56. Is Your Child's School Prepared for Nuclear Attack?
1.717	1.231	0.249	-0.563	0.488	13. WARNING! NUCLEAR ATTACK -- How Much Time Will You Have?
1.612	0.459	-1.312	-0.727	0.862	** 9. 3-2-1 -- NUCLEAR ATTACK! What Do You Do Now?
1.317	-0.582	0.405	1.169	-1.744	35. How Can the World Disarm?
1.187	0.007	0.249	0.842	1.147	40. You and Your Neighbor -- How You Can Both Survive
0.946	0.128	0.092	-0.689	0.617	2. You ARE Your Community -- Know Where to Go in case of Nuclear Attack
0.801	0.381	0.543	-0.031	0.787	45. Even If You <u>Can't</u> Build a Fallout Shelter There's Something You Can Do
0.274	0.203	-1.256	-1.028	-0.437	20. One If By Land, Two If By Sea -- America's Nuclear Readiness System
0.206	0.071	-0.700	-0.879	0.038	12. The Blast of Nuclear War: Protection Against a Near-Solid Wall of Air Pressure
0.138	-3.265	-0.395	-0.846	-1.071	**58. Why You Shouldn't Build A Fallout Shelter
					<u>Less</u> Than Types A, B, C, and D, Type E Wants to Learn More About:
-2.009	-0.925	-0.618	-0.014	-1.450	29. Some Shelter Contractors Are Dishonest -- Watch Out!
-1.700	-0.793	-0.474	-1.076	0.024	**46. Tax Credits for Protecting Yourself and Your Family
-1.361	-0.063	0.721	0.008	-0.838	25. Hiroshima, August 7, 1945 -- 24 Hours After the Bomb
-1.231	-0.725	0.414	0.496	-0.442	**51. Movie Close-ups of the Effect of High, Medium and Low Yield Explosions on Typical Structures
-1.126	-0.878	1.427	-0.037	1.177	41. Building A Shelter? Uncle Sam Will Help Foot the Bill
-1.059	-0.843	-0.701	0.215	-0.293	39. Shelter-Building Supplies Are As Near As Your Phone
-0.727	0.428	0.046	0.188	-0.028	**11. Disease as a Weapon of War
-0.375	0.045	0.678	0.409	0.836	32. Shelter-Living and Keeping in Good Spirits
-0.023	0.178	-0.014	1.079	0.000	52. Which Way Does the Wind Blow? A Vital Question After Nuclear Attack
0.889	1.969	1.425	1.621	1.502	**33. Living Off the Land After an Atomic Attack

* Includes items which one type gave z-scores which were higher or lower than each of the other types. The more discriminating items are marked with asterisks:

** One type placed it at least 0.5 standard deviation higher or lower than each of the other types.

*** One type placed it at least 1.0 standard deviation higher or lower than each of the other types.

TABLE 16 -- Civil Defense Information Topics Type E:
Correlations Between the Degree to Which a Subject is of the Type E
(factor loadings) and Various Demographic and General Civil Defense
Information Exposure Variables**

Var. No.	Variable	Code	Corre- lation*
11	Sex of subject	0 - female 1 - male	- .157
12	Age of subject	Actual age	+.082
13	Number of children who still live at home	Actual number of children	+.249
14	Last grade which was completed in school	Actual last grade completed	+.165
15	"Do you have a preference for a particular religious faith?"	0 - No, Won't say 1 - Yes	+.032
16	Number of times subject has attended church in last four weeks	Actual number of times	- .122
17	Number of years subject has lived at present address	Actual number of years	+.097
18	Number of years subject has lived in present city	Actual number of years	- .015
19	Number of years subject has lived in present state	Actual number of years	+.044
20	Number of hours of television viewing in past week	Actual number of hours	+.193
21	Number of hours of radio listened to in past week	Actual number of hours	- .078
22	"Did you look into or read a newspaper yesterday....the day before yesterday?"	0 - No yeses 1 - 1 yes 2 - 2 yeses	- .083
23	Number of books read in the past month	Actual number of books read	- .108
24	Number of meetings of organizations attended in the past month	Actual number of meetings	+.085
25	Subject's estimate of total family income	Actual income estimate	+.223

TABLE 16 Continued

Var. No.	Variable	Code	Corre- lation*
1	Perceived Change Index: Guttman scale of following questions.....	0-5 - Number of yeses to five scale questions	+ .023
	"Do you feel the world situation has changed in the past few months?"	0 - No, DK 1 - Yes	
	"Has anything happened since your interview last December that has given you any new ideas about civil defense?"		
	"In the past few months, have your feelings about fallout shelters changed in any way?"		
	"As best you can remember, did you sort these cards (FALLOUT SHELTER AND RADIATION) any differently than you did last December?"		
	"As best you can remember, did you sort these cards (PEACE AND DEFENSE) any differently than you did last December?"		
2	"As best you can remember, did you sort these cards (PEACE AND DEFENSE) any differently than you did last December?"	0 - No, DK 1 - Yes	+ .122
3	"As best you can remember, did you sort these cards (FALLOUT SHELTER AND RADIA- TION) any differently than you did last December?"	0 - No, DK 1 - Yes	+ .075
4	"Since the last interview, have you noticed anything in the newspapers about civil defense or fallout shelters?"	0 - No, DK 1 - Yes	- .084
5	"Have you noticed anything on television about civil defense or fallout shelters?"	0 - No, DK 1 - Yes	+ .060
6	"In the past few months, have you noticed anything in magazines about civil defense or fallout shelters?"	0 - No, DK 1 - Yes	- .098
7	"In the past few months, have you talked with anyone about civil defense?"	0 - No, DK 1 - Yes	- .034

TABLE 16 Continued

<u>Var. No.</u>	<u>Variable</u>	<u>Code</u>	<u>Corre- lation*</u>
8	"Have you gotten any other information about civil defense or fallout shelters?"	0 - No, DK 1 - Yes	+ .105
9	"Have you gotten a copy of the government's bulletin on 'Fallout Protection.'" (yes, DK, no)	0 - If no 1 - If yes, all no below	+ .028
	"If YES: Did you read it?" (yes, yes in part, no)	3 - If yes in part, no below 4 - If yes, no below	
	"If YES or YES IN PART: Did you discuss the bulletin with anyone?"	5 - If yes	
10	"Have you thought about ordering any other civil defense booklets from the government?"	0 - If no 1 - If yes, no below	+ .109
	"If YES: Have you ordered any yet?"	2 - If yes	

* With an N = 104, a correlation of .193 is significant at the .05 level (two-tailed).

** A matrix of innercorrelations between all pairs of the demographic and exposure variables will be found in the appendix of the summary report (Part A). The variable number refers to each variable's location in this matrix.

TABLE 17 -- Civil Defense Information Topics Type A: Civil Defense
Information Topics Which Differentiate Type A from Type B*

<u>z-scores</u>			<u>Topic</u>
A	B	A-B	
			<u>More</u> Than Type B, Type A Wants to Learn More About:
1.844	-0.581	2.425	15. The Most We Can Hope For and the Worst We Can Expect in a Nuclear War
1.266	-0.638	1.903	34. If the Russians Invaded, Would You Know How to Fight?
0.459	-1.312	1.772	9. 3-2-1 -- NUCLEAR ATTACK! What Do You Do Now?
0.452	-1.067	1.520	42. Ranch-house, Bank Building, Garage: Building Types and Nuclear Blast Effects
0.203	-1.256	1.459	20. One If By Land, Two If By Sea -- America's Nuclear Readiness System
1.380	-0.019	1.399	30. In a Shelter or Out -- What Are the Chances for Survival in an A-Bomb Attack?
0.599	-0.682	1.281	24. A Shelter Blueprint That May Mean Your Survival
0.627	-0.561	1.187	16. And After the A-Blast, There's FIRE
0.683	-0.494	1.177	44. You CAN Help in Your Nation's Defense
0.181	-0.963	1.144	14. Floods, Fires and Tornadoes Are Jobs For Civil Defense Too
0.589	-0.504	1.093	21. My Town and Yours -- Pinpoints on Moscow's Attack Map
			<u>Less</u> Than Type B, Type A Wants to Learn More About:
-3.265	-0.395	-2.870	58. Why You Shouldn't Build A Fallout Shelter
-0.895	1.462	-2.357	49. Psychological and Sociological Problems of Shelter-Living
-0.878	1.427	-2.305	41. Building A Shelter? Uncle Sam Will Help Foot the Bill
-0.110	1.698	-1.809	1. Food Exposed to Radiation Can Be Salvaged
-1.250	0.559	-1.809	27. A New Playroom, More Storage Space, and Fallout Protection Too
0.555	2.283	-1.728	4. No More Children for Nuclear-Age Man
-0.428	1.116	-1.544	19. So You Think Radiation's Contagious
-0.980	0.427	-1.408	56. Is Your Child's School Prepared for Nuclear Attack?
-1.291	0.019	-1.310	55. Typhoid -- As Deadly A Killer As Fallout in Shelter-Living
-0.725	0.414	-1.139	51. Movie Close-ups of the Effect of High, Medium and Low Yield Explosions on Typical Structures

* Includes items which one type placed at least 1 standard deviation higher or lower than the other type.

TABLE 18 -- Civil Defense Information Topics Type A: Civil Defense
Information Topics Which Differentiate Type A from Type C*

<u>z-scores</u>			<u>Topic</u>
A	C	A-C	<u>More</u> Than Type C, Type A Wants to Learn More About:
2.512	-0.338	2.851	5. For Those Who Survive -- What It Will Be Like After the Blast -- The Next Week, The Next Year
0.128	-1.664	2.219	4. No More Children for Nuclear-Age Man
-0.037	-2.115	2.077	17. Will Russian Soldiers Walk Our Main Streets?
1.844	-0.181	2.025	15. The Most We Can Hope For and the Worst We Can Expect in a Nuclear War
-0.428	-2.288	1.860	19. So You Think Radiation's Contagious
1.231	-0.563	1.794	13. WARNING! NUCLEAR ATTACK -- How Much Time Will You Have?
0.052	-1.411	1.463	6. Don't Guess -- Ask Your Civil Defense!
-1.390	-2.826	1.436	8. Occupation -- Peace-Marcher: How and Why
0.459	-0.730	1.318	21. My Town and Yours -- Pinpoints on Moscow's Attack Map
1.135	-0.152	1.287	10. How to Contact Your Loved Ones After Nuclear Disaster
0.627	-0.613	1.239	16. And After the A-Blast, There's FIRE
0.203	-1.028	1.231	20. One If By Land, Two If By Sea -- America's Nuclear Readiness System
0.459	-0.727	1.187	9. 3-2-1 -- NUCLEAR ATTACK! What Do You Do Now?
			<u>Less</u> Than Type C, Type A Wants to Learn More About:
-2.049	0.835	-2.885	53. Your Corner Grocer Can't Help You After the Bomb
-0.895	1.706	-2.601	49. Psychological and Sociological Problems of Shelter-Living
-3.265	-0.846	-2.418	58. Why You Shouldn't Build A Fallout Shelter
-1.291	1.007	-2.298	55. Typhoid -- As Deadly A Killer As Fallout in Shelter-Living
-0.980	0.884	-1.865	56. Is Your Child's School Prepared for Nuclear Attack?
-1.149	0.703	-1.853	43. Firearms and Fallout Shelters
-0.582	1.169	-1.751	35. How Much Are We Offered for Disarmament?
0.087	1.308	-1.221	37. Evacuation Techniques in a Nuclear Attack
-0.725	0.496	-1.221	51. Movie Close-ups of the Effect of High, Medium and Low Yield Explosions on Typical Structures
-0.843	0.215	-1.058	39. Shelter-Building Supplies Are As Near As Your Phone
-1.250	-0.227	-1.023	27. A New Playroom, More Storage Space, and Fallout Protection Too

* Includes items which one type placed at least 1 standard deviation higher or lower than the other type.

TABLE 19 -- Civil Defense Information Topics Type A: Civil Defense
Information Topics Which Differentiate Type A from Type D*

<u>z-scores</u>			<u>Topic</u>
A	D	A-D	
			<u>More</u> Than Type D, Type A Wants to Learn More About:
1.266	-1.382	2.648	34. If the Russians Invaded, Would You Know How to Fight?
0.356	-1.850	2.206	36. World War III Could Be An Accident
2.512	0.657	1.862	5. For Those Who Survive -- What It Will Be Like After the Blast -- The Next Week, The Next Year
-0.037	-1.602	1.565	17. Will Russian Soldiers Walk Our Main Streets?
0.555	-0.987	1.542	4. No More Children for Nuclear-Age Man
0.627	-0.867	1.494	16. And After the A-Blast, There's FIRE
-1.390	-2.869	1.479	8. Occupation -- Peace-Marcher: How and Why
1.841	0.494	1.350	15. The Most We Can Hope For and the Worst We Can Expect in a Nuclear War
0.452	-0.794	1.246	42. Ranch-house, Bank Building, Garage: Building Types and Nuclear Blast Effects
0.769	-0.443	1.213	50. City Size, Bomb Size, and Your Chances for Survival
-0.582	-1.744	1.162	35. How Much Are We Offered for Disarmament?
			<u>Less</u> Than Type D, Type A Wants to Learn More About:
-0.980	1.261	-2.242	56. Is Your Child's School Prepared for Nuclear Attack?
-3.265	-1.071	-2.193	58. Why You Shouldn't Build A Fallout Shelter
-0.878	1.177	-2.055	41. Building A Shelter? Uncle Sam Will Help Foot the Bill
-0.895	0.613	-1.508	49. Psychological and Sociological Problems of Shelter-Living
0.599	1.911	-1.311	24. A Shelter Blueprint That May Mean Your Survival
-0.247	1.041	-1.289	23. Group Shelter or Family Shelter?
0.007	1.147	-1.140	40. You and Your Neighbor -- How You Can Both Survive
-1.250	-0.140	-1.111	27. A New Playroom, More Storage Space, and Fallout Protection Too
0.087	1.165	-1.078	37. Evacuation Techniques in a Nuclear Attack

* Includes items which one type placed at least 1 standard deviation higher or lower than the other type.

TABLE 20 -- Civil Defense Information Topics Type A: Civil Defense Information Topics Which Differentiate Type A from Type E*

<u>z-scores</u>			<u>Topic</u>
A	E	A-E	
			<u>More</u> Than Type E, Type A Wants to Learn More About:
2.512	1.033	1.479	5. For Those Who Survive -- What It Will Be Like After the Blast -- The Next Week, The Next Year
0.452	-1.019	1.471	42. Ranch-house, Bank Building, Garage: Building Types and Nuclear Blast Effects
1.266	-0.054	1.320	34. If the Russians Invaded, Would You Know How to Fight?
-0.063	-1.351	1.298	25. Hiroshima, August 7, 1945 -- 24 Hours After the Bomb
0.428	-0.727	1.156	11. Disease as a Weapon of War
-0.925	-2.009	1.083	29. Watch Out for Shelter Charlatans
1.969	0.889	1.080	33. Living Off the Land After an Atomic Attack
0.589	-0.453	1.042	21. My Town and Yours -- Pinpoint on Moscow's Attack Map
1.844	0.819	1.025	15. The Most We Can Hope For and the Worst We Can Expect in a Nuclear War
			<u>Less</u> Than Type E, Type A Wants to Learn More About:
-3.265	0.138	-3.403	58. Why You Shouldn't Build A Fallout Shelter
-0.980	2.151	-3.131	56. Is Your Child's School Prepared for Nuclear Attack?
-0.582	1.317	-1.900	35. How Much Are We Offered for Disarmament?
1.135	2.487	-1.351	10. How to Contact Your Loved Ones After Nuclear Disaster
-0.110	1.172	-1.283	1. Food Exposed to Radiation Can Be Salvaged
0.007	1.187	-1.180	40. You and Your Neighbor -- How You Can Both Survive
0.459	1.612	-1.152	9. 3-2-1 -- NUCLEAR ATTACK! What Do You Do Now?
-0.247	0.829	-1.077	23. Group Shelter or Family Shelter?

* Includes items which one type placed at least 1 standard deviation higher or lower than the other type.

TABLE 21 -- Civil Defense Information Topics Type B: Civil Defense
Information Topics Which Differentiate Type B from Type C*

<u>z-scores</u>			<u>Topic</u>
B	C	B-C	<u>More</u> Than Type C, Type B Wants to Learn More About:
2.283	-1.664	3.946	4. No More Children for Nuclear-Age Man
1.116	-2.288	3.404	19. So You Think Radiation's Contagious
2.376	-0.338	2.715	5. For Those Who Survive -- What It Will Be Like After the Blast -- The Next Week, The Next Year
-0.215	-2.115	1.899	17. Will Russian Soldiers Walk Our Main Streets?
1.427	-0.037	1.464	41. Building A Shelter? Uncle Sam Will Help Foot the Bill
-1.551	-2.826	1.274	8. Occupation -- Peace-Marcher: How and Why
1.698	-0.674	1.024	1. Food Exposed to Radiation Can Be Salvaged
			<u>Less</u> Than Type C, Type B Wants to Learn More About:
-1.796	0.835	-2.631	53. Your Corner Grocer Can't Help You After the Bomb
-1.623	0.703	-2.326	43. Firearms and Fallout Shelters
-0.327	1.308	-1.634	37. Evacuation Techniques in a Nuclear Attack
-0.494	1.008	-1.502	44. You CAN Help in Your Nation's Defense
-1.317	0.114	-1.431	22. Nuclear Fallout's Dangerous Enough -- Don't Suffer from Malnutrition Too
-0.963	0.461	-1.424	14. Floods, Fires and Tornadoes Are Jobs for Civil Defense Too
-0.638	0.605	-1.242	34. If the Russians Invaded, Would You Know How to Fight?
-1.088	0.016	-1.105	23. Group Shelter or Family Shelter?
-0.014	1.079	-1.093	52. Which Way Does the Wind Blow? A Vital Question After Nuclear Attack
-1.067	0.011	-1.079	42. Ranch-house, Bank Building, Garage: Building Types and Nuclear Blast Effects
0.876	1.898	-1.022	57. A Doctor's Report on Radiation

* Includes items which one type placed at least 1 standard deviation higher or lower than the other type.

TABLE 22 -- Civil Defense Information Topics Type B: Civil Defense
Information Topics Which Differentiate Type B from Type D*

<u>z-scores</u>			<u>Topic</u>
B	D	B-D	<u>More</u> Than Type D, Type B Wants to Learn More About:
0.555	-0.987	3.270	4. No More Children for Nuclear-Age Man
0.356	-1.850	2.681	36. World War I-II Could Be An Accident
-0.582	-1.744	2.149	35. How Much Are We Offered for Disarmament?
2.512	0.650	1.726	5. For Those Who Survive -- What It Will Be Like After the Blast -- The Next Week, The Next Year
-0.063	-0.838	1.559	25. Hiroshima, August 7, 1945 -- 24 Hours After the Bomb
-0.037	-1.602	1.387	17. Will Russian Soldiers Walk Our Main Streets?
-0.110	0.323	1.376	1. Food Exposed to Radiation Can Be Salvaged
1.116	-0.220	1.335	19. So You Think Radiation's Contagious
-1.551	-2.869	1.317	8. Occupation -- Peace-Marcher: How and Why
1.235	0.001	1.234	48. Witness to Disaster: Human Behavior in a Nuclear Attack
1.562	0.470	1.092	47. Fallout and How To Get Rid of It
			<u>Less</u> Than Type D, Type B Wants to Learn More About:
-0.682	1.911	-2.592	24. A Shelter Blueprint That May Mean Your Survival
-1.312	0.862	-2.174	9. 3-2-1 -- NUCLEAR ATTACK! What Do You Do Now?
-1.088	1.041	-2.130	23. Group Shelter of Family Shelter?
-0.019	1.763	-1.782	30. In a Shelter or Out -- What Are the Chances for Survival in an A-Bomb Attack?
-0.494	1.052	-1.547	44. You CAN Help in Your Nation's Defense
-0.327	1.165	-1.491	37. Evacuation Techniques in a Nuclear Attack
-1.550	-0.069	-1.482	54. There's a Civil Defense Speaker in Your Community
-1.623	-0.167	-1.456	43. Firearms and Fallout Shelters
-0.480	0.916	-1.396	6. Don't Guess -- Ask Your Civil Defense!
-1.522	-0.294	-1.228	28. Shelter-Building Americans and How They Did It
-0.581	0.494	-1.075	15. The Most We Can Hope For and The Worst We Can Expect in a Nuclear War
-1.317	-0.290	-1.027	22. Nuclear Fallout's Dangerous Enough -- Don't Suffer from Malnutrition Too

* Includes items which one type placed at least 1 standard deviation higher or lower than the other type.

TABLE 23 -- Civil Defense Information Topics Type B: Civil Defense
Information Topics Which Differentiate Type B from Type E*

<u>z-scores</u>			<u>Topic</u>
B	E	B-E	<u>More</u> Than Type E, Type B Wants to Learn More About:
1.427	-1.126	2.553	41. Building A Shelter? Uncle Sam Will Help Foot the Bill
2.283	-0.239	2.522	4. No More Children for Nuclear-Age Man
1.116	-1.165	2.281	19. So You Think Radiation's Contagious
0.721	-1.361	2.082	25. Hiroshima, August 7, 1945 -- 24 Hours After the Bomb
1.462	-0.355	1.817	49. Psychological and Sociological Problems of Shelter-Living
0.414	-1.231	1.645	51. Movie Close-ups of the Effect of High, Medium and Low Yield Explosions on Typical Structures
-0.618	-2.009	1.390	29. Watch Out for Shelter Charlatans
2.376	1.003	1.373	5. For Those Who Survive -- What It Will Be Like After the Blast -- The Next Week, The Next Year
0.559	-0.674	1.233	27. A New Playroom, More Storage Space, and Fallout Protection Too
-0.474	-1.700	1.227	46. Tax Credits for Protecting Yourself and Your Family
1.235	0.010	1.226	48. Witness to Disaster: Human Behavior in a Nuclear Attack
0.678	-0.375	1.053	32. Shelter-Living and Keeping in Good Spirits
			<u>Less</u> Than Type E, Type B Wants to Learn More About:
-1.312	1.612	-2.924	9. 3-2-1 -- NUCLEAR ATTACK! What Do You Do Now?
0.455	2.487	-2.032	10. How to Contact Your Loved Ones After Nuclear Disaster
-1.088	0.829	-1.918	23. Group Shelter or Family Shelter?
0.427	2.151	-1.724	56. Is Your Child's School Prepared for Nuclear Attack?
-1.256	0.274	-1.530	20. One If By Land, Two If By Sea -- America's Nuclear Readiness System
0.249	1.717	-1.467	13. WARNING! NUCLEAR ATTACK - How Much Time Will You Have?
-0.581	0.819	-1.400	15. The Most We Can Hope For and the Worst We Can Expect in a Nuclear War
-0.019	1.131	-1.150	30. In a Shelter or Out -- What Are the Chances for Survival in an A-Bomb Attack?
-0.494	0.622	-1.116	44. You CAN Help in Your Nation's Defense
-0.963	0.119	-1.083	14. Floods, Fires and Tornadoes Are Jobs for Civil Defense Too

* Includes items which one type placed at least 1 standard deviation higher or lower than the other type.

TABLE 24 -- Civil Defense Information Topics Type C: Civil Defense
Information Topics Which Differentiate Type C from Type D*

<u>z-scores</u>			<u>Topic</u>
C	D	C-D	<u>More</u> Than Type D, Type C Wants to Learn More About:
0.835	-2.278	3.113	53. Your Corner Grocer Can't Help You After the Bomb
1.159	-1.744	2.913	35. How Can the World Disarm?
0.428	-1.850	2.279	36. World War III Could Be An Accident
0.605	-1.382	1.987	34. If the Russians Invaded, Would You Know How to Fight?
1.007	-0.679	1.687	55. Typhoid -- As Deadly A Killer As Fallout in Shelter-Living
2.056	0.401	1.654	31. You May Be Your Only Doctor in a Nuclear Attack
1.898	0.451	1.448	57. A Doctor's Report on Radiation
1.000	-0.443	1.443	50. City Size, Bomb Size, and Your Chances for Survival
1.706	0.613	1.093	49. Psychological and Sociological Problems of Shelter-Living
1.079	0.000	1.079	52. Which Way Does the Wind Blow? A Vital Question After Nuclear Attack
0.461	-0.614	1.075	14. Floods, Fires and Tornadoes Are Jobs for Civil Defense Too
			<u>Less</u> Than Type D, Type C Wants to Learn More About:
-1.411	0.916	-2.327	6. Don't Guess -- Ask Your Civil Defense!
-2.288	-0.220	-2.069	19. So You Think Radiation's Contagious
-0.058	1.911	-1.968	24. A Shelter Blueprint That May Mean Your Survival
-0.727	0.862	-1.590	9. 3-2-1 -- NUCLEAR ATTACK! What Do You Do Now?
-0.373	1.032	-1.405	7. Why Our Government Wants Us to Build Shelters
0.390	1.763	-1.372	30. In A Shelter or Out of It -- What Are the Chances of Survival in a Nuclear Attack
-0.689	0.617	-1.306	2. You ARE Your Community -- Know Where to Go in Case of Nuclear Attack
-0.362	0.904	-1.266	3. There Are Ways to Know About Fallout
-0.037	1.177	-1.214	41. Building A Shelter? Uncle Sam Will Help Foot the Bill
-1.076	0.024	-1.100	46. Tax Credits for Protecting Yourself and Your Family
-0.563	0.488	-1.051	13. WARNING! NUCLEAR ATTACK -- How Much Time Will You Have?
0.016	1.041	-1.025	23. Group Shelter or Family Shelter?

* Includes items which one type placed at least 1 standard deviation higher or lower than the other type.

TABLE 25 -- Civil Defense Information Topics Type C: Civil Defense
Information Topics Which Differentiate Type C from Type E*

<u>z-scores</u>			<u>Topic</u>
C	E	C-E	<u>More</u> Than Type E, Type C Wants to Learn More About:
1.706	-0.355	2.061	49. Psychological and Sociological Problems of Shelter-Living
0.835	-1.060	1.895	53. Your Corner Grocer Can't Help You After the Bomb
0.703	-1.062	1.766	43. Firearms and Fallout Shelters
0.496	-1.231	1.727	51. Movie Close-ups of the Effect of High, Medium and Low Yield Explosions on Typical Structures
0.008	-1.361	1.369	25. Hiroshima, August 7, 1945 -- 24 Hours After the Bomb
1.898	0.537	1.361	57. A Doctor's Report on Radiation
1.007	-0.297	1.304	55. Typhoid -- As Deadly A Killer As Fallout in Shelter-Living
0.215	-1.059	1.274	39. Shelter-Building Supplies Are As Near As Your Phone
-0.814	-2.009	1.195	29. Some Shelter Contractors Are Dishonest -- Watch Out!
1.308	0.150	1.157	37. Evacuation Techniques in a Nuclear Attack
1.079	-0.023	1.102	52. Which Way Does the Wind Blow? A Vital Question After Nuclear Attack
-0.037	-1.126	1.089	41. Building A Shelter? Uncle Sam Will Help Foot the Bill
1.000	-0.031	1.031	50. City Size, Bomb Size, and Your Chances for Survival
0.011	-1.019	1.030	42. Ranch-house, Bank Building, Garage: Building Types and Nuclear Blast Effects
			<u>Less</u> Than Type E, Type C Wants to Learn More About:
-0.152	2.487	-2.638	10. How to Contact Your Loved Ones After Nuclear Disaster
-0.727	1.612	-2.339	9. 3-2-1 -- NUCLEAR ATTACK! What Do You Do Now?
-0.563	1.717	-2.280	13. WARNING! NUCLEAR ATTACK -- How Much Time Will You Have?
-0.689	0.946	-1.635	2. You Arm Your Community -- Know Where to Go in Case of Nuclear Attack
-1.664	-0.239	-1.424	4. No More Children for Nuclear-Age Man
-0.338	1.033	-1.371	5. For Those Who Survive -- What It Will Be Like After the Blast -- The Next Week, The Next Year
-1.028	0.274	-1.301	20. One If By Land, Two If By Sea -- America's Nuclear Readiness System
0.884	2.151	-1.267	56. Is Your Child's School Prepared for Nuclear Attack?
-2.826	-1.575	-1.251	8. Occupation -- Peace-Marcher: How and Why
-2.115	-0.937	-1.178	17. Will Russian Soldiers Walk Our Main Streets?
-2.288	-1.165	-1.123	19. So You Think Radiation's Contagious
-0.879	0.206	-1.085	12. The Blast of Nuclear War: Protection Against a Near-Solid Wall of Air Pressure

* Includes items which one type placed at least 1 standard deviation higher or lower than the other type.

TABLE 26 -- Civil Defense Information Topics Type D: Civil Defense
Information Topics Which Differentiate Type D from Type E*

<u>z-scores</u>			<u>Topic</u>
D	E	D-E	
			<u>More</u> Than Type E, Type D Wants to Learn More About:
1.177	-1.126	2.303	41. Building A Shelter? Uncle Sam Will Help Foot the Bill
0.024	-1.700	1.724	46. Tax Credits for Protecting Yourself and Your Family
1.911	0.272	1.638	24. A Shelter Blueprint That May Mean Your Survival
0.916	-0.466	1.383	6. Don't Guess -- Ask Your Civil Defense!
0.836	-0.375	1.211	32. Shelter-Living and Keeping in Good Spirits
-0.294	-1.344	1.050	28. Shelter-Building Americans and How They Did It
1.165	0.150	1.015	37. Evacuation Techniques in a Nuclear Attack
			<u>Less</u> Than Type E, Type D Wants to Learn More About:
-1.744	1.317	-3.061	35. How Can The World Disarm?
-1.850	0.203	-2.053	36. World War III Could Be An Accident
0.816	2.487	-1.670	10. How to Contact Your Loved Ones After Nuclear Disaster
-1.382	-0.054	-1.328	34. If the Russians Invaded, Would You Know How to Fight?
-2.869	-1.575	-1.294	8. Occupation -- Peace Marcher: How and Why
0.488	1.717	-1.229	13. WARNING! NUCLEAR ATTACK -- How Much Time Will You Have?
-2.278	-1.060	-1.218	53. Your Corner Grocer Can't Help You After the Bomb
-1.071	0.138	-1.209	58. Why You Shouldn't Build a Fallout Shelter

* Includes items which one type placed at least 1 standard deviation higher or lower than the other type.

TABLE 27 -- Intercorrelations Between the Arrays of Civil Defense Information Topics for the Five Civil Defense Information Topics Types

	TYPE A	TYPE B	TYPE C	TYPE D	TYPE E
TYPE A	---	.38	.20	.42	.51
TYPE B	.38	---	.27	.28	.33
TYPE C	.20	.27	---	.31	.37
TYPE D	.42	.28	.31	---	.51
TYPE E	.51	.33	.37	.51	---